THE WEBSITE THAT PAYS YOU BACK

How to build a revenue-generating website for under $200

(Not Just One That Looks Pretty)

Alec Langton | NUUN Creative
grow.nuun.dev

The Deal

Before we start, I want to be completely transparent with you about what this book is and why it exists.

This book contains everything I know about building websites that generate revenue for small businesses. Not websites that look cool. Not websites that win design awards. Websites that put money in your bank account.

I'm giving you the entire system. Every step. Every tool. Every template. Every trick I've used to build revenue-generating websites for contractors, home service businesses, and small business owners across Utah and beyond.

Here's why.

I run a company called NUUN Creative. We build websites, CRMs, lead generation systems, and automation for small businesses. This is how I feed myself. So why would I give away the playbook?

Two reasons:

Reason 1: Most of you will read this, get excited, start building, and realize halfway through that you'd rather pay someone to do it right. That someone might be me. I'm okay with that.

Reason 2: Some of you will actually build the whole thing. You'll follow every step, launch a site that generates real leads, and your business will grow. When your buddy asks how you did it, you'll hand them this book or point them to me. I'm very okay with that.

Either way, I win. But here's the thing—**you win first.** And that's the whole point.

If this book helps your business make more money, I don't need to convince you of anything. The results do the selling. That's the only kind of marketing I'm interested in.

> *The best marketing strategy is to actually help people. Everything else is a footnote.*

So here's my promise: nothing in this book is held back. I'm not going to give you 80% of the answer and then say, "Book a call to learn the rest." I'm giving you 100% of the answer. If you execute, you won't need me. And that's fine.

But if you want someone to build it faster, maintain it better, or bolt on systems that go way beyond what a single book can cover—I'm a text away. Literally. *(385-475-3525)*

Let's get into it.

Chapter 1: The $5,000 Brochure

Here's what happens to most small business owners when they decide they need a website:

They call a web designer. The designer asks what colors they like, what photos they have, and what they want the site to "feel" like. A few weeks and a few thousand dollars later, they've got a beautiful website. Custom fonts. Slick animations. A photo gallery. A page that says "About Us" with a team photo from 2019.

And then… nothing happens.

No calls. No form submissions. No new customers. The website exists, technically. It's out there on the internet. But it doesn't **do** anything. It's a $5,000 digital brochure that nobody asked for, and nobody reads.

This is the default outcome for 90% of small business websites. And it's not because the business owner is dumb or the designer is bad. It's because **they're solving the wrong problem.**

The Wrong Question

Most people start by asking: "What should my website look like?"

That's the wrong question. The right question is: **"What should my website DO?"**

A website for a small business has exactly one job: **convert strangers into leads, and leads into customers.** That's it. Every design choice, every word of copy, every button placement should be in service of that single outcome.

When you start with "what should it look like," you get a piece of art. When you start with "what should it do," you end up with a machine. I'm going to teach you how to build the machine.

The Revenue Website vs. The Brochure Website

Let me be specific about what separates the two:

The Brochure Website says: "Here's who we are. Here's what we do. Call us if you're interested." It puts the burden on the visitor to figure out why they should care, what to do next, and how to reach you. Most visitors won't bother.

The Revenue Website says: "You have a problem. We solve it. Here's proof. Here's exactly what to do right now." It grabs the visitor by the hand and walks them directly to the point of conversion. It's not about being pushy—it's about being clear.

The difference isn't in the technology or the cost. It's in the **structure and the intent.** And once you understand the structure, you can build one yourself for less than $200/year.

Chapter 2: The Revenue Website Framework

Every website that consistently generates revenue for a small business has five components. Miss one, and the whole thing breaks. I call this the **Revenue Website Framework**, and it's the backbone of this entire book.

The Five Components

1. **The Offer (What you're actually selling)**
   Before you touch a single piece of technology, you need absolute clarity on your offer. Not "we do plumbing"—that's a service category, not an offer. An offer is the specific transformation you provide, the specific person you provide it to, and the specific reason they should choose you over the other fifteen options on Google. Your website can't convert if you don't know what you're converting people to.

2. **The Copy (What you say and how you say it)**
   Copy is the words on your website. It's also the single most important thing on your website. Not the logo. Not the color scheme. The words. Good copy follows a formula: call out the visitor's problem, agitate it, present your solution, provide proof, and tell them exactly what to do. Bad copy talks about yourself. Good copy talks about the customer.

3. **The Structure (How you lay it out)**
   There's a specific order that information should appear on a revenue website. It's not random or artistic—it's based on how real humans make buying decisions. Get the order wrong, and you lose people. Get it right, and visitors flow naturally toward the action you want them to take.

4. **The CTA Machine (How you capture leads)**
   CTA stands for Call to Action. It's the button, the form, the phone number—whatever mechanism converts a visitor into a lead. Most websites have one CTA buried on a "Contact" page. Revenue websites have

multiple CTAs woven into the experience, each one making it stupidly easy for the visitor to take the next step.

5. **The Proof Stack (Why they should trust you)**
   Nobody trusts a business they just found on the internet. Your website needs to overcome that distrust fast. Reviews, testimonials, before/after photos, case studies, certifications, guarantees—stack them up. The more proof you have, the less selling you have to do.

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The rest of this book walks through each component in detail, with exact templates you can copy. By the end, you'll have everything you need to build a site that works. Let's start with the most important one: your offer.

Chapter 3: Nail Your Offer Before You Build Anything

I know you want to jump into the tech. You want to pick a platform, choose a template, and start dragging and dropping. I get it. But if you skip this chapter, everything you build will underperform. I've seen it a hundred times.

Your offer is the foundation. Get it wrong, and no amount of design will save you.

The Offer Formula

A good offer for a small business website answers four questions:

1. **WHO is this for?**
   Get specific. “Everyone” is not a target market. “Homeowners in Salt Lake County who need their driveway replaced” is a target market. The more specific you get, the more your website feels like it’s speaking directly to the visitor. And when a website feels personal, it converts.

2. **WHAT do you do for them?**
   Describe the outcome, not the process. Nobody cares that you use “premium-grade concrete with rebar reinforcement.” They care that their driveway will look incredible and last 30 years. Lead with the result they want.

3. **WHY should they pick you?**
   This is your differentiator. Maybe it's speed ("done in 48 hours"). Maybe it's a guarantee ("we'll fix any cracks in the first 5 years, free"). It could be a unique process. Find the thing that's true about you that isn't true about your competitors and put it front and center.

4. **WHAT should they do right now?**
   Make the next step as dead simple and low-commitment as possible. "Get a free quote in under 2 minutes" is better than "Contact us." "Text us a

photo of your project" is better than "Fill out this 15-field form." Reduce friction to zero.

The One-Sentence Offer Test

Once you've answered those four questions, compress your offer into a single sentence that could go at the top of your website. Here's the template:

> *We help [WHO] get [WHAT RESULT] [WHY YOU / DIFFERENTIATOR]. [NEXT STEP].*

Examples:

> *We help Salt Lake homeowners get beautiful, lasting driveways—installed in 48 hours with a 5-year guarantee. Text us a photo for a free same-day quote.*
>
> *We help busy families in Utah keep their homes spotless with recurring weekly cleans and a 100% satisfaction guarantee. Book your first clean in 30 seconds.*

If you can't write this sentence, you're not ready to build a website. Spend the time here. It's worth it.

Common Offer Mistakes

Mistake 1: Being too vague. "We provide quality service at competitive prices." This says absolutely nothing. Every business says this. Replace it with something specific and verifiable.

Mistake 2: Leading with credentials instead of outcomes. "20 years of experience, fully licensed and insured." That's proof, not an offer. Proof supports the offer—it doesn't replace it.

Mistake 3: Making the CTA too heavy. "Schedule a consultation" sounds like a commitment. "Get a free quote in 2 minutes" sounds easy. Lower the bar.

Chapter 4: Write Copy That Sells (Without Being Sleazy)

Here's the hardest truth in this book: the words on your website matter more than the design, colors, logo, photos, and platform combined.

You could build your site on the ugliest template in existence, but if the copy is right, it will outperform a gorgeous site with bad copy every single time. I've tested this. It's not even close.

The Copy Framework: Problem → Agitate → Solution → Proof → CTA

This isn't something I invented. It's a time-tested copywriting formula that works for everything from landing pages to emails. Here's how to apply it to your homepage:

Step 1: Call Out the Problem

Start by naming the problem your customer has. Not your service—their problem. When someone lands on your page, the first thing they should feel is: "This is exactly what I'm dealing with."

Example for a roofing company: "Your roof is leaking, your insurance company is dragging their feet, and every day you wait is another day of water damage."

Notice we're not talking about the roofing company yet. We're talking about the customer's world.

Step 2: Agitate It

Now make the problem feel urgent. Help them understand what happens if they don't solve it. This isn't fear-mongering—it's reality. Most people procrastinate on decisions. Your job is to help them feel the cost of inaction.

"Every week that leak sits, you're looking at mold risk, structural damage, and a repair bill that doubles. Most homeowners who wait end up paying 3x what they would have if they'd acted early."

Step 3: Present Your Solution

Now introduce yourself as the solution. This is where your one-sentence offer from Chapter 3 goes. Be direct, be clear, and be specific.

"We're [Company Name]. We handle everything—from insurance paperwork to installation—so you get a new roof without the headache. Most jobs are done in 1-2 days."

Step 4: Stack the Proof

Immediately after your solution, hit them with proof. Reviews, numbers, photos. We'll go deep on this in Chapter 7, but for now, know that proof goes **right after** the solution claim. Don't make them scroll to a separate page to find it.

Step 5: CTA (Tell Them What to Do)

Every section should end with a call to action. Not just the bottom of the page. Every. Section. The CTA should be the same action every time—don't confuse people with multiple options. Pick one thing you want them to do (text you, fill out a form, call you) and repeat it.

Chapter 5: The Page Structure (The Exact Layout That Converts)

Now that you know what to say, let's talk about where to put it. The structure of your homepage matters enormously. Here's the exact layout I use for every small business revenue website, in order from top to bottom:

1. **Hero Section**
   This is the first thing people see. It has three elements: your one-sentence offer (the headline), a one-line supporting statement, and your primary CTA button. That's it. No sliders. No carousels. No video backgrounds. One clear message, one clear action. You have about 3 seconds before someone decides to stay or leave. Don't waste them.

2. **Problem Section**
   2-3 sentences calling out the visitor's pain point. This is Step 1 of your copy framework. Make them feel seen.

3. **Solution Section**
   How do you solve the problem? Keep it to 3-4 bullet points max. Think outcomes, not features. End with a CTA.

4. **Social Proof Section**
   Testimonials, review scores, logos of companies you've worked with, and before/after photos. Put your 2-3 best reviews here with real names and real context. End with a CTA.

5. **How It Works Section**
   Break your process into 3 simple steps. "1. Text us a photo. 2. We send you a quote. 3. We show up and get it done." People need to see that working with you is easy. Complexity kills conversions.

6. **FAQ Section**

Answer the 5-6 questions you get asked most often. This does two things: it removes objections (which increases conversions), and it helps your SEO (which increases traffic). Win-win.

7. **Final CTA Section**
   One last call to action. Restate the offer. Make it urgent if you can ("We book up fast in spring—get your free quote today"). Include your phone number and/or form.

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That's the whole page. Seven sections. Each one serves a purpose. Each one moves the visitor closer to taking action. You don't need an About page, a Services page, a Gallery page, a Blog, or a "Meet the Team" section to launch. You need this one page, done well.

You can always add more pages later. But this single page, built right, will outperform most five-page websites.

Chapter 6: The CTA Machine

Let's talk about the part of your website that actually makes you money: the call to action.

Most small business websites treat the CTA as an afterthought. There's a "Contact Us" link in the navigation bar, and maybe a phone number in the footer. That's like opening a store, hiding the cash register in the back room, and wondering why nobody's buying.

The Rules of CTAs That Convert

Rule 1: One Action, Everywhere

Pick the single lowest-friction action your visitor can take. For most local businesses, it's one of these: texting you, filling out a short form (3 fields max), or calling you. Pick one. Then put it everywhere. In the hero. After the testimonials. After the FAQ. In a sticky header or footer on mobile. The CTA should be impossible to miss.

Rule 2: Make It Stupidly Easy

Every field you add to a form cuts conversions. Every step you add to the process loses people. The ideal CTA requires the least possible effort from the visitor.

Bad: "Fill out our contact form with your name, email, phone number, address, project type, budget, and preferred start date."

Good: "Text us a photo of your project. We'll text you a quote back within the hour."

One of the most effective CTAs I've ever built for a contractor is literally a button that opens a pre-filled text message on their phone. One tap, send a text, done. The conversion rate was 3x higher than a traditional form.

Rule 3: Tell Them What Happens Next

Uncertainty kills action. When someone fills out your form or sends you a text, what happens? Tell them. "You'll get a callback within 30 minutes." "We'll text you a quote by the end of the day." "Expect an email with next steps within the hour." People are far more likely to act when they know what to expect.

Rule 4: Remove the Risk

Add a micro-guarantee to your CTA. “Free quote, no obligation.” “Cancel anytime.” “No credit card required.” These tiny phrases eliminate the mental friction that stops people from clicking.

Chapter 7: The Proof Stack

Here's a fact that should change how you think about your website: **nobody believes you.**

That's not personal. It's just the internet. Every roofing company says they're the best. Every landscaper says they do quality work. Every cleaner says they're reliable. The words mean nothing without proof.

Your Proof Stack is everything on your website that shows, rather than tells, that you're worth hiring. Here are the layers, ranked from most to least powerful:

Layer 1: Specific Testimonials

A testimonial that says "Great service!" is worthless. A testimonial that says "They replaced my entire driveway in two days. The crew showed up early, cleaned up after themselves, and the finished product looks incredible. It's been 18 months and not a single crack" is gold.

The formula for a great testimonial: **specific problem + specific experience + specific result.** If your customers aren't giving you detailed reviews, ask them. Send them a text after the job: "Hey [name], would you mind leaving us a quick review? Specifically, what was the project, how was the experience, and how did it turn out?" Most people are happy to help if you make it easy for them.

Layer 2: Numbers

Quantify your track record. "500+ projects completed." "4.9 stars across 200+ reviews." "12 years in business." Numbers are concrete. They're hard to fake. And they create instant credibility.

Layer 3: Visual Proof

Before/after photos are insanely powerful for any business that changes the physical world—contractors, landscapers, cleaners, painters, and anyone else. Take a "before" photo at the start of every job. Take an "after" photo when you're done. Build a library. Put the best ones on your website. This is the easiest, cheapest marketing asset you can create.

Layer 4: Guarantees

A guarantee reverses the risk. It says, "If we don't deliver, you don't pay," or "We'll make it right or your money back." If you genuinely do good work, a guarantee costs you almost nothing and increases conversions dramatically. It's one of the most underused tools in small business marketing.

Layer 5: Credentials

Licenses, insurance, certifications, BBB rating, trade association memberships. These are the baseline—they don’t make you stand out, but their absence makes people nervous. List them, but don’t lead with them.

Chapter 8: The Build (Choosing Your Tools)

Now for the part you've been waiting for: actually building the thing. I'm going to give you two paths, depending on your comfort level.

Path A: The DIY Stack (< $200/year)

This is what I recommend for most small business owners who want to get a site up fast without ongoing developer costs.

1. **Domain: Namecheap or Cloudflare Registrar**
   Buy your domain name. If [yourbusinessname].com is taken, try [yourbusinessname][yourcity].com. Budget: $10-15/year.

2. **Website Builder: Carrd ($49/year) or Framer**
   For a single-page revenue website—which is what we're building—Carrd is the simplest and cheapest option. It's designed for exactly this kind of one-page site. If you want more flexibility and are comfortable with a slightly steeper learning curve, Framer is excellent. Avoid WordPress unless you have a specific reason to use it—it's overkill for most small businesses and creates maintenance headaches.

3. **Forms: Tally (free) or the built-in form tool**
   Tally gives you free, clean forms that you can embed on any page. It sends submissions to your email and can integrate with other tools. If you want something even simpler, most website builders have built-in form options.

4. **CRM: GoHighLevel or just a Google Sheet**
   If you're getting more than 5-10 leads a week, a CRM (Customer Relationship Management tool) helps you track who's reached out, where they are in your pipeline, and when to follow up. GoHighLevel is the tool I use and recommend for service businesses. But honestly, if you're just

starting out, a Google Sheet with columns for Name, Phone, Project Type, Status, and Follow-Up Date works fine.

5. **Reviews: Google Business Profile**
   If you don't have a Google Business Profile, stop reading and go set one up right now. It's free. It's how people find you. And it's where your reviews live. Every single job you complete, send the customer a direct link to leave a review. This compounds over time and is worth more than any paid advertising.

Path B: The Custom Stack (For the Technical or Ambitious)

If you're comfortable with code or want to invest in a more custom setup, here's what I use for my clients:

Static site generator (Astro, Next.js, or even plain HTML/CSS) hosted on **Cloudflare Pages** (free). This gives you a blazing-fast site with zero hosting costs and complete control over every pixel. Combined with a CRM like GoHighLevel and a form backend like Supabase, this is the stack behind some of the highest-performing small business sites I've built.

But here's my honest advice: **start with Path A.** Get the site live. Get leads coming in. Get revenue. Then upgrade to Path B when you've outgrown the simple tools. Perfectionism is the enemy of revenue.

Chapter 9: Get Found (SEO That Doesn't Suck)

SEO—Search Engine Optimization—is the art of getting Google to show your website when someone searches for what you do. There are entire industries built on making this complicated. I'm going to make it simple.

For a local small business, 80% of your SEO results come from three things:

1. Google Business Profile (GBP)

Your GBP listing is the single most important factor in local search. Fill out every field. Add photos regularly (once a week if you can). Post updates. And most importantly, get reviews. Google's algorithm heavily weights review quantity and quality for local results. If you have 50+ reviews with a 4.8+ rating, you will show up.

2. On-Page Basics

Make sure your website includes these elements: a title tag that includes your service and city ("Residential Roofing in Salt Lake City | [Company Name]"), a meta description that's basically your one-sentence offer, your city/service area mentioned naturally throughout the page, your name/address/phone number (NAP) in the footer matching your GBP listing exactly, and an FAQ section that answers the questions people actually search for.

3. Page Speed

Google rewards fast websites. If your site takes more than 3 seconds to load, you're losing both visitors and search ranking. The DIY stack I recommended in Chapter 8 is fast by default. If you're on WordPress, install a caching plugin, compress your images, and test your speed at PageSpeed Insights. Aim for a score above 80 on mobile.

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That's it. That's the SEO strategy. I know people make this way more complicated than it needs to be. And yes, there's more you can do—content marketing, backlinks, schema markup. But for a local service business, these three things will get you 80% of the results with 20% of the effort.

Chapter 10: The Launch Checklist

Before you publish your site, run through this list. Every item exists because I've seen businesses lose real money by missing it.

1. **Mobile-first check**
   Open your site on your phone. Does the headline make sense? Can you tap the CTA button easily? Is the text readable without zooming? Over 70% of your visitors will be on a phone. If your site doesn't work perfectly on mobile, nothing else matters.

2. **CTA functionality**
   Click every button. Fill out every form. Send the test text. Make sure submissions actually arrive in your inbox, your CRM, or wherever they're supposed to go. Test on both iPhone and Android.

3. **Speed test**
   Run your site through Google PageSpeed Insights (pagespeed.web.dev). Fix anything that's critically slow. The most common culprit is uncompressed images—run them through TinyPNG before uploading.

4. **NAP consistency**
   Your business name, address, and phone number should match exactly with your Google Business Profile. Down to the abbreviation. "St." vs. "Street" matters.

5. **Analytics**
   Install Google Analytics (free) or Plausible (privacy-friendly, $9/month). You need to know how many people visit your site, where they come from, and what they do. Without data, you're guessing.

6. **Proof review**
   Read your testimonials out loud. Do they sound real and specific? Remove any that sound generic or fake. Add attribution (first name, city, or project type) to make them believable.

7. **Five-second test**
   Show your homepage to someone who doesn't know your business. After five seconds, take it away. Ask them: "What does this business do? Why should someone hire them? What are you supposed to do next?" If they can't answer all three, your hero section needs work.

Chapter 11: After the Launch (Making It Better Over Time)

Your website is not a "set it and forget it" project. The businesses that get the best results from their websites treat them like living systems. Here's what to do after launch:

Week 1-4: Watch the Data

Check your analytics weekly. How many visitors are you getting? Where are they coming from? How many are clicking your CTA? If you're getting traffic but no leads, your copy or CTA needs work. If you're getting no traffic, your SEO or Google Business Profile needs work.

Month 2-3: Iterate on Copy

Change your headline. Test a different CTA. Swap out a testimonial. Make one change at a time, wait two weeks, and check the results. Small improvements compound. A site that converts 3% of visitors into leads instead of 2% will generate 50% more revenue over a year.

Ongoing: Feed the Proof Stack

Every completed job is a potential testimonial, a before/after photo, a case study. Build the habit of collecting proof with every project. Send that review request text. Take the photos. Add the best ones to your site quarterly. Your proof stack is a growing asset that makes your website more effective over time.

Ongoing: Collect and Answer Questions

Every time a customer or lead asks you a question, write it down. Once you've collected 10-20 questions, add the best ones to your FAQ section. This improves both your conversion rate (by removing objections) and your SEO (by targeting the exact phrases people search for).

Chapter 12: When to Level Up

This book gave you the complete playbook for building a revenue website as a small business. Everything here works. I've used every technique, framework, and tool described on these pages to generate real revenue for real businesses.

But there's a ceiling to what a single-page DIY website can do. Here are the signs you've hit it:

You're getting leads but drowning in follow-up. You need a real CRM with automated follow-up sequences, not a Google Sheet.

You're ready to run paid ads. Paid traffic demands dedicated landing pages, conversion tracking, and A/B testing infrastructure. The stakes are higher.

You want to dominate search in your area. That requires a content strategy, local landing pages for multiple service areas, and technical SEO that goes beyond the basics.

You're spending more time on your website than on your actual business. Your time has a dollar value. At some point, paying someone to handle this is the highest-ROI decision you can make.

You want systems, not just a website. Automated review requests, drip email sequences, lead scoring, AI chat, CRM integrations—the website is just the front door to a much bigger machine.

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When you hit any of these milestones, that's when the DIY approach starts costing you more than it saves. And that's when it makes sense to bring in someone who builds these systems for a living.

What Happens Next

You now have everything you need to build a website that generates revenue for your business. Not theory. Not vague principles. The exact framework, the exact copy structure, the exact page layout, and the exact tools.

Here's what I want you to do:

If you're ready to build it yourself: Go. Seriously. Open Carrd or whatever platform you chose, pull up Chapter 5 as your blueprint, and start building. You can have a revenue website live within a weekend. Don't overthink it. Ship it, watch the data, and iterate.

If you want help, I build these systems for small businesses every day. Not just websites—the whole machine. Lead generation, CRM, automated follow-up, review collection, the works. If you want someone to build it right and fast, text me at **385-475-3525**. Or visit **grow.nuun.dev**. No pressure. No pitch. Just a conversation about what your business needs.

If this helped you: Share it. Send it to a friend who runs a business. Post it in your trade group. The more people who build good websites, the more people realize they need good systems—and that's good for everyone.

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Thanks for reading. Now go build something that pays you back.

— Alec Langton
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